

**Amendments to the Specification**

Please replace the paragraph on Page 1, lines 4 - 8 with the following marked-up replacement paragraph:

-- The present invention is related to the following commonly-assigned inventions, which were filed concurrently herewith: U. S. Patent Application serial number 10/733,985, titled “Customized Custom-Subscription Builder” and U. S. Patent Application serial number 10/734,043, titled “Intelligent Data Query Builder”. These co-pending applications are hereby incorporated herein by reference. --

Please replace the paragraph on Page 9, lines 2 - 9 with the following marked-up replacement paragraph:

--- The related U. S. Patent Application serial number ~~10/734,043~~ 10/733,985, titled “Customized Custom-Subscription Builder”, referred to hereinafter as “the first related invention”, discloses techniques whereby a user may subscribe to content even though the content provider has not deployed a subscription interface. Embodiments of the present invention may be used to offer subscriptions to users for content which does have an existing subscription interface, or for content which does not. In cases where a subscription interface does already exist, the interface disclosed in the first related invention is preferably used instead. Thus, references hereinafter are in terms of that interface. --